Visual Literacy Assignment

This advertisement is plain. After just looking at it one could make many different assumptions about what it is about. For me when I first looked at it I thought it was about fast food in America. Yes this assumption was right, but once I read it I saw that it is just a chart with 4 statistics about food consumption in America. None of the statistics are related directly, so I am left feeling confused. Visually this model is set up to drawn the readers eye in. It uses four actual pictures for each of the statistics and each statistic was written in a different colored box.

Overall the design is okay. Since it does use four different pictures and four different colors for the four different statistics it makes sense visually and helps you to separate the items. Upon looking at it you assume all of the statistics have some connection because they are boxed in and fall under one title, Overproteined. The text visually flows well because the same layout of the text is used in each column of the statistic chart. One thing that I find distracting is the size of the pictures in relation to the size of the chart. I feel like if the pictures were smaller or the chart was larger it would be less distracting and the chart would stand out more and the focal point.